

Maxwell House Announces Freeze-Dried Coffee

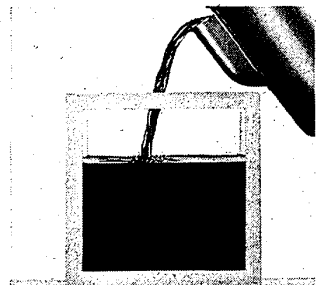
Now, an entirely new process called freeze-drying actually makes it possible for you to brew real percolated coffee...*without a percolator!*

Maxim® is an entirely new form of coffee.

Maxim is *crystals* of real percolated coffee. Concentrated crystals with the power to turn every cup in your house into a percolator!

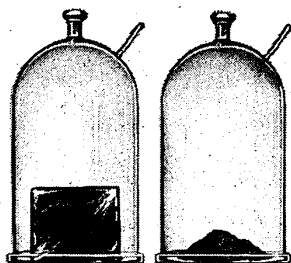
Maxim is an amazing breakthrough in coffee-making. It is entirely different from any *instant* coffee. It is entirely different from any ground coffee. Maxim is, in fact, concentrated crystals of *real percolated* coffee.

Maxim's secret—*freeze-drying*—is the result of years of coffee research at Maxwell House. A way has been discovered to transform actual pot-brewed coffee into concentrated crystals. Here's how it is done.



Freshly percolated coffee is poured into freezing containers.

Maxim begins with pots and pots of dark, strong, percolated coffee. This freshly brewed coffee is poured into special freezing containers. Here it is flash-frozen at the peak of perfection, when coffee flavor and aroma are at their break-fast-time best.



Vacuum chamber turns block of frozen coffee into crystals.

After the coffee has been frozen, the ice is drawn off—not by heat which destroys flavor—but by an amazing new vacuum process. It spirits the ice away without losing any of the honest flavor and body of freshly-percolated coffee.

Freeze-Dried crystals that need no refrigeration!

This "ice removal" leaves concentrated crystals of real percolated coffee. And that's exactly what Maxim freeze-dried coffee is—fresh-brewed coffee without the water. These waterless crystals stay fresh until you're ready to use them. *They need absolutely no refrigeration* and can be kept right in your kitchen cupboard.



Different from any other form of coffee.

You can tell at once that Maxim is unlike any other coffee you have ever used. Take a spoonful, and you see golden brown crystals that actually sparkle. Smell them, and you smell the rich, roasted aroma of freshly percolated coffee.



Turns your cup into a percolator!

The real miracle happens in your cup. The moment you add hot water Maxim's concentrated crystals explode into real percolated coffee. Maxim actually turns every cup in your house into a percolator! No pots. No grounds. No instant taste!

Important—you need less per cup!

Because Maxim's crystals are concentrated, you use less per cup than you do with *any* other form of coffee. For each cup, just use a level teaspoon (more or less to taste). You'll find it's surprisingly thrifty to use Maxim!



Discover Maxim—America's first Freeze-Dried coffee.

Get Maxim soon. Try it and see if you can detect a difference between Maxim and the good coffee you've been brewing in your percolator! You'll get the surprise of your coffee-loving life! Discover Maxim—America's first Freeze-Dried coffee—new from Maxwell House.



One 4-oz. jar of Maxim makes as many cups as one pound of ground coffee.

